



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Applicants : Thomas J. Perkowski, et al.
Application Serial No.: 10/693,856
Filing Date: : October 24, 2003
Title: INTERNET-BASED BRAND MANAGEMENT AND
MARKETING COMMUNICATION INSTRUMENTATION
NETWORK FOR DEPLOYING, INSTALLING AND
REMOTEY PROGRAMMING BRAND-BUILDING
SERVER-SIDE DRIVEN MULTI-MODE VIRTUAL KIOSKS
ON THE WORLD WIDE WEB (WWW), AND METHODS OF
BRAND MARKETING COMMUNICATION BETWEEN
BRAND MARKETERS AND CONSUMER USING THE
SAME
Examiner : n/a
Group Art Unit : 3622
Attorney Docket No. : 100-061USA000

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

PRELIMINARY AMENDMENT

Sir:

Preliminary to the examination of the above referenced Continuation Application, kindly
amend the same as follows:

AMENDMENT TO THE CLAIMS:

Please cancel claims 31-62 without prejudice or disclaimer. Claims 1-30 remain as
follows:

Claim 1 (original): An Internet-based brand marketing communication system for enabling a
vendor and its agents to carryout product-related marketing communication functions along the
demand side of the retail chain, comprising:

an Internet-enabled database server, operably connected to the Internet, for storing a
plurality of UPN/TM/PD/URL links relating to each consumer product registered with said
Internet-enabled database server and being offered for sale by the vendor in commerce,